

# Pharmacy Ownership Workshop, sponsored by McKesson Program Agenda

Day 1	
9:30 am – 10:00 am	<b>Registration</b>
10:00 am – 12:00 pm	<p><b>Entrepreneurship and Business Plan Development</b>            Richard Jackson, PhD, Community Pharmacy Consulting            ACPE # 0207-0000-17-046-L04-P and # 0207-0000-17-046-L04-T (2.0 contact hours, 0.2 CEUs)            Activity Type: Application-Based</p> <ol style="list-style-type: none"> <li>Describe the characteristics of people most likely to succeed in business.</li> <li>Describe the component parts of a business plan.</li> <li>Discuss how to write a business plan for the establishment or purchase of a community pharmacy.</li> <li>Discuss why a business plan is needed for a pharmacy.</li> </ol>
12:00 pm – 12:45 pm	<b>Lunch</b> (no CE credit)
12:45 pm – 1:15 pm	<b>Meet and Greet with the Exhibitors</b> (no CE credit)
1:15 pm – 2:15 pm	<p><b>Community Pharmacy Valuation</b>            Richard Jackson, PhD, Community Pharmacy Consulting            ACPE # 0207-0000-17-047-L04-P and # 0207-0000-17-047-L04-T (1.0 contact hours, 0.1 CEUs)            Activity Type: Application-Based</p> <ol style="list-style-type: none"> <li>Describe how to determine an equitable selling/purchase price for a community pharmacy.</li> <li>Determine which factors will affect the price of the pharmacy.</li> </ol>
2:15 pm – 3:00 pm	<p><b>The Road to Pharmacy Ownership</b>            Hashim Zaibak, PharmD, Hayat Pharmacy            ACPE # 0207-0000-15-034-L04-P and # 0207-0000-15-034-L04-T (0.75 contact hours, 0.075 CEUs)            Activity Type: Knowledge-Based</p> <ol style="list-style-type: none"> <li>Describe one pharmacist's challenges to pharmacy ownership and steps to overcome them.</li> <li>Outline 3 key strategies to assist with moving from pharmacy management into pharmacy ownership.</li> <li>Discuss how expansion into niche services can increase financial success of a new pharmacy.</li> </ol>
3:00 pm – 3:15 pm	<b>Break</b> (no CE credit)
3:15 pm – 4:00 pm	<p><b>Technology to Improve Your Workflow</b>            Hashim Zaibak, PharmD, Hayat Pharmacy            ACPE # 0207-0000-17-015-L04-P and # 0207-0000-17-015-L04-T (0.75 contact hours, 0.075 CEUs)            Activity Type: Knowledge-Based</p> <ol style="list-style-type: none"> <li>Discuss the different areas where pharmacy technology can improve efficiency of pharmacy operations.</li> <li>Outline budgeting needs for the incorporation of pharmacy technology systems into your business plan.</li> <li>Discuss how to phase in technology as the business grows.</li> </ol>
4:00 pm – 4:30 pm	<p><b>Medicare Part D Star Rating System: How You Can Influence the Effect on Your Pharmacy</b>            Hashim Zaibak, PharmD, Hayat Pharmacy            ACPE # 0207-0000-17-048-L04-P and # 0207-0000-17-048-L04-T (0.5 contact hours, 0.05 CEUs)            Activity Type: Knowledge-Based</p> <ol style="list-style-type: none"> <li>List pharmacy measures in the star rating system and discuss operational best practices.</li> </ol>
4:30 pm – 5:45 pm	<p><b>Acquisition Target and Opening Timeline</b>            Scott Weaver, Vice President of Pharmacy, PRS Pharmacy Services            ACPE # 0207-0000-17-016-L04-P and # 0207-0000-17-016-L04-T (1.25 contact hours, 0.125 CEUs)            Activity Type: Application-Based</p> <ol style="list-style-type: none"> <li>Describe the licensure requirements to open or transfer a pharmacy.</li> <li>Explain the details to close a pharmacy and the local, state and federal agencies that must be dealt with to close a transaction.</li> <li>Explain the implications of third party payer contracts that can impact on the acquisition of a pharmacy.</li> </ol>
5:45 pm – 6:45 pm	<b>Networking Reception</b> (no CE credit)

## Day 2

7:00 am - 7:30 am	<b>Continental Breakfast</b> (no CE credit)
7:30 am - 9:30 am	<p><b>Financial Analysis</b>  Richard Jackson, PhD, Community Pharmacy Consulting  ACPE # 0207-0000-17-017-L04-P and # 0207-0000-17-017-L04-T (2.0 contact hours, 0.2 CEUs)  Activity Type: Application-Based</p> <ol style="list-style-type: none"> <li>1. Explain the dynamic relationships that exist between the balance sheet and income statement.</li> <li>2. Outline how to use financial analysis as a tool to improve profits and increase cash flow.</li> <li>3. Discuss a pharmacy's financing needs.</li> </ol>
9:30 - 9:45 am	<b>Break</b> (no CE credit)
9:45 am - 11:00 am	<p><b>The How To's of Financing Your Pharmacy Deal</b>  Jimmy Neil, General Manager, Pharmacy, Live Oak Bank  ACPE # 0207-0000-17-018-L04-P and # 0207-0000-17-018-L04-T (1.25 contact hour, 0.125 CEUs)  Activity Type: Application-Based</p> <ol style="list-style-type: none"> <li>1. Explain the protections that SBA loans afford the buyer and seller.</li> <li>2. Discuss borrower eligibility for SBA loans.</li> <li>3. Describe the SBA loan process from application to settlement.</li> </ol>
11:00 am - 12:00 pm	<p><b>A Guide to Accounting in Independent Pharmacy</b>  Ollin Sykes, President, Sykes &amp; Company, P.A.  ACPE # 0207-0000-16-016-L04-P and # 0207-0000-16-016-L04-T (1.0 contact hours, 0.1 CEUs)  Activity Type: Application-Based</p> <ol style="list-style-type: none"> <li>1. Analyze the pros and cons for each of the corporate structures.</li> <li>2. Describe the important components of the financials that need to be prepared for a business loan package.</li> </ol>
12:00 pm - 1:00 pm	<b>Lunch</b> (no CE credit)
1:00 pm - 2:15 pm	<p><b>Buying and Selling, Marketing, and Other Legal Instruments</b>  Jeff Baird, Esq., Chairman, Health Care Group, Brown &amp; Fortunato, P.C.  ACPE # 0207-0000-17-034-L04-P and # 0207-0000-17-034-L04-T (1.25 contact hours, 0.125 CEUs)  Activity Type: Knowledge-Based</p> <ol style="list-style-type: none"> <li>1. Describe the importance of advisors to the community pharmacy owner.</li> <li>2. Discuss how to select an advisor.</li> <li>3. Explain which legal documents may be involved with the transfer of ownership.</li> <li>4. Identify key legal documents used in the purchase or sale of a pharmacy.</li> <li>5. Discuss terms that protect both the buyer and seller.</li> <li>6. Outline key components of a buy/sell agreement for partners in a pharmacy.</li> </ol>
2:15 pm - 3:15 pm	<p><b>Deal or No Deal</b>  Jeff Baird, Esq., Chairman, Health Care Group, Brown &amp; Fortunato, P.C.  Gabe Trahan, Senior Director, Store Operations and Marketing, NCPA  Ollin Sykes, President, Sykes &amp; Company, P.A.  ACPE #0207-0000-17-035-L04-P and # 0207-0000-17-035-L04-T (1.0 contact hours, 0.1 CEUs)  Activity Type: Application-Based</p> <ol style="list-style-type: none"> <li>1. Construct a list of attributes that cause concern in a lease or buy proposal.</li> <li>2. Discuss potential resolutions for lease problems and appropriate action.</li> </ol>
3:15 pm - 3:30 pm	<b>Break</b> (no CE credit)
3:30 pm - 5:00 pm	<p><b>The Shape and Flow of Your Pharmacy</b>  Gabe Trahan, Senior Director, Store Operations and Marketing, NCPA  ACPE # 0207-0000-15-035-L04-P and # 0207-0000-15-035-L04-T (1.5 contact hours, 0.15 CEUs)  Activity Type: Application-Based</p> <ol style="list-style-type: none"> <li>1. Identify key features of store layout.</li> <li>2. Describe how layout affects traffic flow.</li> <li>3. Discuss the impact on profitability of a poorly designed layout.</li> </ol>
5:00 pm - 5:30 pm	<p><b>Zone Pricing: Are Your OTCs in the Right Zone?</b>  Gabe Trahan, Senior Director, Store Operations and Marketing, NCPA  ACPE #0207-0000-15-036-L04-P and # 0207-0000-15-036-L04-T (0.05 contact hours, 0.05 CEUs)  Activity Type: Knowledge-Based</p> <ol style="list-style-type: none"> <li>1. Explain how to determine if OTC prices are on a specific zone, and discuss how to determine the best pricing strategy for a community pharmacy.</li> </ol>

5:30 pm - 6:30 pm	<p><b>Ask the Experts</b></p> <p>Ollin Sykes                      Jeff Baird                      Scott Weaver  Jimmy Neil                      Gabe Trahan                      Jim Springer  ACPE # 0207-0000-17-036-L04-P and # 0207-0000-17-036-L04-T (1.0 contact hours, 0.1 CEUs)  Activity Type: Knowledge-Based</p> <ol style="list-style-type: none"> <li>1. Discuss how an accountant can assist pharmacy owners during the start of a new pharmacy or acquisition of an existing pharmacy.</li> <li>2. Discuss how an attorney can protect pharmacy owners during the start of a new pharmacy or acquisition of an existing pharmacy.</li> <li>3. Outline the small business resources available to pharmacy owners.</li> </ol>
6:30 pm - 7:30 pm	<p><b>Networking Reception</b> (no CE credit)</p>

## Day 3

7:30 am – 8:00 am	<b>Continental Breakfast</b> (no CE credit)
8:00 am – 9:30 am	<b>Floor Plan, Product Placement, and Merchandising to Sell</b> Gabe Trahan, Senior Director, Store Operations and Marketing, NCPA ACPE # 0207-0000-16-024-L04-P and # 0207-0000-16-024-L04-T (1.5 contact hours, 0.15 CEUs) <i>Activity Type: Application-Based</i> <ol style="list-style-type: none"><li>1. Describe the attributes of a well laid out pharmacy retail floor plan, and create a plan that will be inviting to customers, encourage complete full store browsing while maintaining a professional pharmacy atmosphere.</li><li>2. Discuss out-front pricing strategies that deliver value to patients and utilize options and formulas available for pricing and maintaining profit margins on price sensitive personal care products and health related items.</li><li>3. Outline a marketing strategy using curbside appeal, word of mouth, media, exterior and interior signage that will encourage sustained constant growth.</li></ol>
9:30 am – 9:45 am	<b>Break</b> (no CE credit)
9:45 am – 11:15 am	<b>Practical Marketing: Tips for Success</b> Liz Tiefenthaler, President, Pharm Fresh Media ACPE # 0207-0000-16-017-L04-P and # 0207-0000-16-017-L04-T (1.5 contact hours, 0.15 CEUs) <i>Activity Type: Application-Based</i> <ol style="list-style-type: none"><li>1. Evaluate the four cornerstones of marketing.</li><li>2. Describe the key aspects of marketing within an immediate trading area (ITA).</li><li>3. Discuss the importance of reach and frequency.</li><li>4. Analyze the “must-do’s” of marketing.</li><li>5. Discuss how to create a social media communication plan for your patients.</li><li>6. Compare types of information communicated to patients and the most effective media for each type of information.</li><li>7. Describe components of an effective multi-media communication plan for your pharmacy patients.</li></ol>
11:15 am - 12:15 pm	<b>Marketing Principles Case Discussion</b> Liz Tiefenthaler, President, Pharm Fresh Media ACPE # 0207-0000-17-037-L04-P and # 0207-0000-17-037-L04-T (1.0 contact hours, 0.1 CEUs) <i>Activity Type: Application-Based</i> <ol style="list-style-type: none"><li>1. Analyze case studies and discuss practical applications of marketing principles.</li><li>2. Explain 3 techniques that can be applied by the pharmacist to the case regarding marketing principles.</li></ol>
12:15 pm	<b>Closing remarks, adjournment</b> (no CE credit)